Supplemental Admissions Information
M.A. in MUSIC BUSINESS (MUBG) and MUSIC BUSINESS: Music Technology (MUBG:TTT)

These requirements are for Fall 2011 applicants. New requirements, specifically the essay topic will change for future semesters. The new requirements are typically posted at the end of August, so please be sure to check for the new requirements if you plan to apply for a future semester.

Essay: Write a topical, 1000-word (not including bibliography) essay, typed and double-spaced. A bibliography of all your research is required.

Two US Justice Department conditions imposed on the merger that created Live Nation Entertainment/LNE are: (1) LNE must license its ticketing software to AEG; (2) divisions of LNE are not allowed to share certain kinds of data with each other. Compare differences in these two conditions in terms of (a) specific companies that will benefit, (b) disadvantages to LNE, (c) the extent to which the condition relates to the vertical or horizontal aspects of the merger. Comment on ways record labels will be affected by the merger.

Letters of Recommendation: Provide at least two letters of recommendation. These letters should attest to your strengths, weaknesses, potential to succeed in a rigorous academic program, and potential for management.

Personal Data Outline: This should be completed in lieu of the statement of purpose. Please provide this data in a narrative form, single-spaced, not to exceed 4 pages total.

A. Professional Overview: What are your goals in this field? Other than studying at NYU, outline at least three steps you plan to take to reach those goals. Why do you wish to study in this field at the graduate level?

B. Self-Appraisal: What major assets do you present to support your selection for training in this program? What are your present weaknesses and limitations? In what ways do you think New York University may help you? What other steps have you taken or do you plan to take to improve yourself academically, vocationally, personally, or otherwise?

C. Research Ideas: Cite several current business issues related to the present state of any sector(s) of the music industry. Select one issue and suggest how you would research it on the graduate level.
D. Concentration in Music Technology: Please include the following information:

- Description of your academic and/or professional experience in music technology;
- List of the music technology tools you are familiar with, both hardware and software, and links to samples of your work (if available); and
- How this concentration will further your career goals.